

It is but once in an age that occasion is offered for doing a great deed. The greatness consists in being great in little things.—MacDonald.

# Honolulu Star-Bulletin

SPORTS, CLASSIFIED AND SHIPPING NEWS SECTION

HONOLULU STAR-BULLETIN, TUESDAY, JUNE 8, 1915.

SEVEN

## MANY TRIBUTES PAID TO SERVICES OF C. R. BISHOP TO HAWAII ON 90TH BIRTHDAY FRIENDS MET TO HONOR THEIR FORMER ASSOCIATE

### Death of C. R. Bishop Recalls Appreciative Tributes to His Life

Each year on the birthday of Mr. Bishop, January 25, his old-time friends here have sent him messages of congratulation. Several times they have met informally and drafted joint messages to their comrade of earlier days.

On his 90th birthday the occasion was made notable by a meeting on the roof garden of the Alexander Young hotel, at which were present the governor, the chief justice, representatives of the Chamber of Commerce, Merchants' Association, Oahu College, Kamehameha Schools, Mid-Pacific Institute, Board of Education, Hawaiian Board of Missions, Catholic Missions and other educational, philanthropic and religious institutions.

At this time a message of congratulation was sent, followed by the sending of a resolution, which was presented by F. A. Schaefer and seconded by P. C. Jones. On this occasion the letter of appreciation was signed by F. A. Schaefer, P. C. Jones, Alfred S. Hartwell, Robert Lewers, S. B. Dole, M. M. Scott, H. H. Parker, S. M. Darnall, F. M. Hatch, W. O. Smith and W. R. Castle. Judge Hartwell since then has died. Several others of the territory temporarily.

At this meeting several of the former associates of Mr. Bishop made appreciative addresses. Among them were Prof. M. M. Scott, principal of McKinley High School, Judge Hartwell, who presided at the meeting, F. A. Schaefer, P. C. Jones, W. R. Castle, Judge Dole, Miss Ida M. Pope, then principal of Kamehameha Girls' School, now dead; Rev. H. H. Parker.

Among the expressions of esteem voiced at this meeting there were several which gave some interesting sidelights upon his public and private achievements in Hawaii. The following are extracts:

F. A. Schaefer: "When in the year 1883 the present Honolulu Chamber of Commerce was organized under a charter, Mr. Charles R. Bishop became a charter member thereof and thereafter held the position of president of the chamber for eight years, and of the 22 charter members only five are now among the living.

"The Bank of Bishop & Company, founded by Mr. Bishop in 1883, has been of incalculable benefit to the mercantile community and to the commerce of these islands. Although always acting on conservative principles, the bank of Bishop & Company under Mr. Bishop's personal supervision has at times stepped in to relieve temporary financial difficulties which would otherwise have resulted in disastrous consequences to the agricultural and commercial enterprises dependent on financial aid.

"Through all the long past Mr. Bishop's personality and his business methods have given a high tone to the character and standing of the mercantile community at large and their influence cannot be overestimated."

W. R. Castle: "The aid given the various institutions of Hawaii by Mr. Bishop are not gifts that come from a restricted view of educational ideals. Long is the list of institutions that have received and are receiving benefits from this discerning man for the uplift of girls of many races in this cosmopolitan community.

Miss Pope: "The aid given the various institutions of Hawaii by Mr. Bishop are not gifts that come from a restricted view of educational ideals. Long is the list of institutions that have received and are receiving benefits from this discerning man for the uplift of girls of many races in this cosmopolitan community.

Rev. H. H. Parker: "Mr. Bishop's influence on religious institutions, I think, was not direct; it was indirect, silent, unconscious; just as the heaven works through the whole mass of men, so Mr. Bishop's influence, like all good men in the community, reflected an influence for morality. Mr. Bishop was, if I am not mistaken, a member of the board of trustees of the Central Union church, the old Fort street church, and rendered that church aid and counsel from his means. As I said, his influence was not direct, but indirect. I think that it went out a great deal through the noble woman who was his wife. She was intensely interested in the uplifting of people here in the community, especially of the younger people."

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CHARLES R. BISHOP—FROM A RECENT PHOTOGRAPH

WANT-ADS

HAWAII PRODUCTS.  
Haw'n Product Co., Prison rd.  
6112-11

JEWELER  
W. O. Gold and Silversmiths; materials and work guaranteed. If not satisfactory money will be refunded. 1121 Maunakea nr. Hotel street.  
5531-11

LIVERY STABLE  
First-class livery turnouts at reasonable rates. Territory Livery Stables, 348 King, nr. Punchbowl. Tel. 2536.  
551-11

DRUMMERS  
You want good quarters to display your samples in Hilo, use Onorio's store.  
5940-11

MOSQUITO PUNKS.  
Drug Co., Nuuanu and Beretania ha IV, Kamehameha V, Lunailo, Kona; best home product mosquito coils and Lilluokalani, as ministrants.

MATTRESS.  
Maki, mattresses to order. Tel. 1303.  
6174-11

CHARLES R. BISHOP'S GENEROSITY TO PUNAHOU SUBJECT OF ADDRESS

Each year Oahu College has remem-

bered the birthday of its benefactor, Charles R. Bishop. I cannot let this Charles R. Bishop, with special occasion pass without reminding the class. On his 93d birthday, last Janu-

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For Rent

FOR RENT.  
Five-room, modern cottage furnished. Rent \$35. A Doe, 761 Rabbit lane.

Sample of new "display elment, now obtainable in the ST the rate of

9c PER LINE PER  
45c PER LINE PER  
\$1.05 PER LINE PER

The above sample is a ten that looks at this page will see

IT'S GOOD ADVERTISING  
We advocate this form of a wishing something a little more ordinary "liner classified" ad go into large display advertising is necessary.

No contract is necessary for tising—and you can take as much Try it and be convinced of

of the school. Bishop Hall of Set- tle, Pauahi Hall and Charles R. Bishop Hall were all given by him. If we should remove these buildings from the campus Punahou would not be Punahou. He has given more than \$300,000 towards the endowment. He has not been generous alone in his gifts of money. He has given freely of himself. Although he is not a graduate of Punahou, he has had more interest in its welfare and advancement. His services as trustee were marked by the greatest devotion to the advancement of the interests of the school.

"He still retains his aloha for Punahou. Through reports and letters he keeps informed of all that is going on. He is familiar with the policy of the corporation and with the events in the life of the student body. Not infrequently he now sends constructive suggestions of the greatest value. In a letter received only last week from him by one of the trustees he voiced anew his satisfaction in the progress of the school and his hopes

Cleaner," (if the advertiser be Cudahy & Co.) or it is "Gold Dust" if the advertiser be Fairbanks Company.

Trade-marks like these sometimes become parts of our vocabulary. Who would think Kodak was a coined name owned by the Eastman Company? When such trade-marks do become by-words, they are worth fabulous sums. For instance, it is said that if Coca Cola were to be offered for sale today that name of eight letters would bring over \$4,000,000—over half a million per letter. Think how much of a by-word "Shredded Wheat" has been made through newspaper advertising, backed by magazine publicity, and you will see why anyone who starts off on National advertising without a trade-mark which is distinctive, descriptive, easy to say, easy to remember, and of pleasant suggestion, is very apt to fall short of maximum efficiency in his advertising. "Wrigley," which you see in your newspaper almost every day in connection with chewing gum, is worth almost as many millions as there are letters in the name—at least so the Federal Courts have decided.

The trade-mark that is all these things and is also a coined word is best because it is least apt to be stolen. Trade-mark registration merely establishes a prior right in ownership of the trade-mark, but this right is always open to question. Moreover, a descriptive or personal name cannot be registered except as to its special design or some other exclusive peculiarity.

It follows, then, that continuity is a prime essential of advertising. It is like rolling a barrel up a hill. If you quit now and then and let the barrel fall back to the bottom, you will make no progress. No matter how many hours you might spend in total on the task of pushing that barrel up the hill, if you did not keep at it, you will ultimately be just where you started. So it is with publicity. You may advertise like wildfire day in and day out for a month, and then if you drop it for a year, you will have to begin all over again for, in the meantime, the public will have forgotten. As a result, your article will be virtually as unknown as if you had never made that initial advertising expenditure.

Another inevitable A-B-C of advertising is the necessity to have on hand that which you advertise. If you are a manufacturer and advertise your goods in a national way, you must make sure that if Mrs. Jones of Jonesville goes to the corner store and asks for that which—through your newspaper advertising, for instance—you have made her want, she will find it on sale. Otherwise she will take something "just as good" and your effort will have come to naught. Likewise, if you are a retailer and you advertise in your newspaper that you have kitchen chairs for 34 cents, you must make sure that you have those kitchen chairs on hand when the people come in for them the next day.

Tomorrow's chapter will be: "Who Should Learn About Advertising?"

## ENDOWMENTS OF SCHOOLS NOT TO BE AFFECTED BY DONOR'S DEATH

### Arrangements for Funeral of Late Charles R. Bishop Await Cable From Mainland

Endowments made by the late Charles R. Bishop to Oahu College, Kamehameha schools, Bishop Museum and other institutions in the islands will not be affected through the death of Mr. Bishop, according to trustees of the several estates today.

The Bishop estate trust, created by Mr. Bishop and increased by Charles Bishop subsequent to her death, has control of the endowments made to Kamehameha schools and to other institutions, the museum trust takes care of Bishop Museum, and the Charles R. Bishop trust has charge of any other smaller gifts, but not including Punahou academy.

This latter school was endowed outright by Mr. Bishop prior to his leaving the islands, according to Alfred Carter, one of the trustees, and he only way the institution can be affected financially by the death of its benefactor is through further bequests devised in Charles R. Bishop's last will.

Of the contents of the testament, which is believed to be in San Francisco, nothing is known locally. Those directly interested profess entire ignorance of Mr. Bishop's intentions in this respect and refuse to hazard guesses. Both E. Faxon Bishop and Mr. Carter say the deceased had no holdings whatever in Hawaii at the time of his death.

As to funeral services, all arrangements are being first made in San Francisco, and although a cablegram asking for information has been sent by E. F. Bishop, no inkling of time, place or manner of the services which probably will be held in San Francisco first or of the steamer in which the remains of the deceased will be returned to Honolulu has as yet been received.

E. Faxon Bishop told the Star-Bulletin today that he did not think it likely that a memorial building or monument will be erected in respect to the memory of the late philanthropist. He said that the body of Charles R. Bishop probably will find its last resting place beside that of Mrs. Bishop in the Kamehameha mausoleum. It is probable that Kamehameha schools, Punahou, and the Bishop Museum will be closed on the day of the funeral services.

for its future.

"Mr. Bishop has given freely to Punahou, Kamehameha and the Bishop Museum because he believed that the education of the young people of Hawaii was the surest way to promote the prosperity of the land he loved so well. He believed in a Christian education which develops strength of mind, skill of hand and character.

"The students of Punahou can best express their appreciation of all that he has done for the school and for them by living upright Christian lives, and making the training which they secure through his wise providing count in the development of Hawaii."

"I Don't Feel Good"  
That is what a lot of people tell us. Usually their bowels only need cleansing. **Renall Siderlie** will do the trick and make you feel fine. We know this positively. Take one tonight. Sold only by us.

Benson, Smith & Co., Ltd.

## VILLA IS READY FOR CONFERENCE WITH CARRANZA

### Threat of Intervention Seems Likely to Bring Warring Leaders to Time

[Associated Press by Federal Wireless] WASHINGTON, D. C., June 8.—Gen. Francisco Villa, the foremost chieftain in Northern Mexico, will reply to President Wilson's note of warning that he has decided to invite Gen. Venustiano Carranza, the Constitutional first chief, to a conference on neutral territory. Advance notification to this effect reached here last night from Villa's junta at El Paso, Texas.

President Wilson's demand was that the warring chieftains cease their personal strife and arrive at some form of compromise under which a government could be established for the protection of life and property, and the relief of famine and distress.

Villa will make answer that he is willing to declare a truce while he and Carranza parley, "in order to prevent further sacrifices of the strength of the republic which might lead to intervention by the United States."

Three Mexican generals of Villa's command and ten soldiers formerly in the army of Gen. Gutierrez are said to have been executed in Northern Mexico, not far distant from Brownsville, Texas, by Indians owing allegiance to Carranza.

U. S. FINANCIERS WOULD DEVELOP CHINA RESOURCES

[Associated Press by Federal Wireless] PHILADELPHIA, Pa., June 8.—"America ought to have better steamship connections with China and better banking facilities in China," declared John Barrett, director general of the Pan-American Union, at a luncheon given here yesterday to the visiting commission of Chinese bankers, merchants and manufacturers which is touring the country.

"We must lend China money," he continued, "with which she may develop her vast internal resources. We must prove ourselves dependable friends in word as well as deed."

The delegates spent the remainder of the day in visiting the Baldwin Locomotive Works and other factories.

OUTER MONGOLIA STATUS SETTLED BY RUSS TREATY

[Associated Press by Federal Wireless] WASHINGTON, June 8.—The United States has been officially informed that a new Russo-Chinese treaty has been signed by the representative of Czar Nicholas and a representative of the Chinese government, who met at Khabarovsk, Siberia, and agreed upon the terms.

This treaty establishes the status of Outer Mongolia, over which China will continue to exercise a nominal suzerainty.

Both Russia and China agree not to interfere internationally with Outer Mongolia, which is to remain under Japanese influence.

"CRIBBING" MIDDIES COMMON BURGLARS, SUSPECTS FULLAM

[Associated Press by Federal Wireless] ANNAPOLIS, Md., June 8.—The faculty of the Naval Academy believes the seven middies accused of cheating in examinations were desperate enough to attempt burglary. In their effort to get advance information of the questions to be asked, Rear Admiral Fullam testified today at the inquiry into their case that there were grounds for thinking the accused had tried to force an entrance into the offices of department heads.

"HOUND THE PRESIDENT" POLICY IS DENOUNCED BY SUFFRAGETTES

[Associated Press by Federal Wireless] CHICAGO, Ill., June 8.—The National Woman Suffrage Association, in convention here, strongly condemned last night by resolution the recent decision of the Congressional Union to "hound the president" and attack Democratic candidates and Democratic leaders at every opportunity.

## Masonic Temple

### Weekly Calendar

MONDAY—  
Hawian Lodge No. 21; Stated; 7:30 p. m.  
TUESDAY—  
Honolulu Lodge No. 409; Special, Third Degree; Pastmaster's Night; 7:30 p. m.  
WEDNESDAY—  
Hawian Lodge No. 21; Special, First Degree; 7:30 p. m.  
THURSDAY—  
Honolulu Commandery No. 1; Stated; 5 p. m.  
FRIDAY—  
SATURDAY—  
Lei Aloha Chapter, O. E. S.; Stated; 7:30 p. m.

## SCHOFIELD LODGE

WEDNESDAY—  
SATURDAY—

## HONOLULU LODGE NO. 1, MODERN ORDER OF PHOENIX.

Will meet at their home, corner Beretania and Fort streets, every Thursday evening at 7:30 o'clock. CHARLES HURSTACE, JR., Leader. FRANK MURRAY, Secretary.

## HONOLULU LODGE, 815, B. P. O. E.

meets in their hall on King St. near Fort, every Friday evening. Visiting brothers are cordially invited to attend. C. J. McCARTHY, E. R. H. DUNSHIRE, Sec.

## DYNAMITE CACHE DISCOVERED ON MEXICAN BORDER

[Associated Press by Federal Wireless] EL PASO, Texas, June 8.—Fifty-two cases of dynamite, which had been secreted in a deserted adobe building near the border line, were discovered yesterday. Investigation showed that the explosive had been taken there by two Mexicans, who intended to transport it into Mexico. The dynamite was confiscated by the authorities and the Mexicans placed under arrest.

## RELIGIOUS SECTS CLASH IN CEYLON?

[Associated Press by Federal Wireless] LONDON, England, June 8.—(By Wireless from Berlin).—An official (Berlin) announcement was given out last night of serious disturbances which have occurred in Ceylon between the Buddhists and Moslems. The Buddhists have looted a large number of Moslem shops and there have been repeated murders by the rioters.

## HISTORIC WAR SLOOP PORTSMOUTH BRINGS \$3662 AT AUCTION

[Associated Press by Federal Wireless] WASHINGTON, D. C., June 8.—The bulk of the famous sloop-of-war Portsmouth, which lies sunk at her berth in the Norfolk navy yard, was sold yesterday at public auction to John H. Gregory of Perth Amboy, New Jersey, for \$3662.

## Brown's recommended by many prominent priests and clergymen for bronchitis, asthma, coughs and throat affections.

John L. Brown & Son, Boston, Mass., U.S.A.

## What Does a Trade-Mark Accomplish?

PARTICULARLY in Publicity, the keystone of any campaign is the trade-mark. This may be a coined name like "Uneda," or it may be an existing name like "Ford," whose distinctive design is well known to the readers of 5000 newspapers. Especially in the national publicity of a manufacturer, a trade-mark is indispensable, for the reason that the value of such advertising is not the sum of the separate values of each ad. There is a bigger value which piles up with continuity. This is called "cumulative" value. It increases geometrically with repetition.

The arguments upon arguments which the advertiser builds up in favor of his goods, will fall short of their full efficiency unless they be made to mean a particular brand of the kind of goods that are being described. What good would it do the Fels Naptha soap people simply to advertise the virtues of Naptha soap in so many newspapers and so often? They have got to advertise "Fels" Naptha soap. There must be a peg on which to hang the garments of superiority which advertising weaves in favor of the particular article. In the case of Fels Naptha soap, it is the combination name presented in a way that almost any newspaper reader can picture in his mind's eye. In the case of a cleaning powder, it is "Dutch

Home Course in Advertising

Table Conducted in this Paper by Alex. F. Osborn, Instructor in Advertising, Business, M.C.A. High School IN 90 CHAPTERS. A CHAPTER A DAY